



### **DIPLOMA IN DIGITAL BUSINESS**

MQA/PA18393

**Duration of Course** 2 Years

#### **OVERVIEW OF THE DIGITAL BUSINESS INDUSTRY** IN MALAYSIA

The digital economy is a significant driver of Malaysia's growth, contributing over 23% of the GDP in 2021 and expected to rise to 25.5% by 2025 (MDEC, 2023). Key areas in digital business such as e-commerce, fintech, cloud solutions, and AI are expanding rapidly, with the ecommerce sector alone projected to reach RM30 billion by 2025. Malaysia's digital adoption surged due to COVID-19, with an 80% increase in e-commerce usage among businesses, indicating a sustained demand for digital business competencies post-pandemic.

#### **Entry requirements**

Possesses SPM with at least credit in THREE subjects;



Possesses SKM Level 3 in the related field;



A Certificate (Level 3, MQF) in the related field with at least CGPA of 2.00;



A pass in Sijil Tinggi Pelajaran Malaysia (STPM) with at least Grade C (GP 2.0) in any subject;



A pass in Sijil Tinggi Agama Malaysia (STAM) with at least Grade Maqbul;



Other equivalent qualifications recognised by the Malaysian Government





OIC programs are approved by the Ministry of Higher Education Malaysia JPT (Jabatan Pendidikan Tinggi) and accredited by MQA (Malaysian Qualifications Agency)

Recognized and funded by



















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## **PROGRAM**STRUCTURE

#### YEAR 1 SEM 1 (18 CREDITS)

# FUNDAMENTAL OF MANAGEMENT MICROECONOMICS BUSINESS ACCOUNTING INTRODUCTION TO DIGITAL AND SOCIAL MEDIA MARKETING ACADEMIC ENGLISH MPU UI PENGHAYATAN ETIKA DAN PERADABAN / BAHASA MELAYU KOMUNIKASI

#### YEAR 2 SEM 1 (18 CREDITS)

$\odot$ (	WEB DESIGN	
$\odot$	BUSINESS ETHICS	
$\odot$	DIGITAL LOGISTICS AND SUPPLY CHAIN MANAGEMENT	
$\odot$	MACROECONOMICS	
$\odot$	CUSTOMER RELATIONSHIP MANAGEMENT (CRM)	
$\bigcirc$	E-COMMERCE MANAGEMENT	

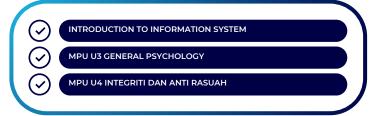
#### YEAR 1 SEM 2 (18 CREDITS)



#### YEAR 2 SEM 2 (16 CREDITS)



#### YEAR 1 SEM 3 (8 CREDITS)



#### YEAR 2 SEM 3 (8 CREDITS)

$\odot$	EMERGING TECHNOLOGIES IN DIGITAL BUSINESS
$\bigcirc$	PROJECT MANAGEMENT FOR DIGITAL BUSINESS

#### YEAR 3 SEM 3 (4 CREDITS)

INDUSTRIAL TRAINING (4 CREDITS)

\*Semester Modules are Subject to Changes